

Military Circle / Military Highway Urban Development Area INTRODUCTORY PRESENTATION

July 13, 2015



RENAISSANCE
PLANNING



The Renaissance/Baker Team



- Multi-disciplinary company of integrated planners, data analysts, urban designers, engineers and strategic communicators
- Virginia project leadership
- Building a Better Norfolk – New Zoning Project
- TOD specialists at the federal, regional and local level
- Comprehensive global Planning/Engineering/Architecture services
- Range of public, private development and commercial clients
- Local, national, global expertise and solutions



TOD Course for national Transit Institute and Federal Transit Administration



Norfolk Harbor Park Multimodal Transportation Center

WHAT IS THIS PROJECT?

- Grant Program from Virginia Office of Intermodal Planning & Investment
- Technical Assistance for adopting Urban Development Areas under State Code, § 15.2-2223.1.:
 - UDAs - areas designated by a locality in their comprehensive plan for higher density development that incorporate the principles of Traditional Neighborhood Development.
- Opportunity for Norfolk to develop a vision for the future of the Military Circle / Military Highway area



WORK PROGRAM

12 month process:

WHERE WE ARE IN THE PROCESS

TASK 1
Reconnaissance/Kick Off

TASK 2
Market / Site Analysis

TASK 3
Alternative Generation

TASK 4
Draft Vision Plan

TASK 5
Final Vision Plan &
Implementation

TASK 6
Final Documentation



Tasks 1 & 2 – Project Reconnaissance & Inventory/Evaluation

Task 1:

- Site reconnaissance & review of plans
- Stakeholder and city staff interviews
- Kick Off meeting with Advisory Committee

Task 2:

- Inventory/analysis mapping and data assessments
- Market assessment
- First Community Meeting, meeting with Advisory Committee, work session with staff to brainstorm potential alternatives



Tasks 3 & 4 – Alternative Generation & Draft Vision Plan

Task 3:

- Develop 2-3 alternative future development plans
- Work sessions with staff and Advisory Committee to review Alternatives and provide input on preferred alternative

Task 4:

- Draft Vision Plan
- Visualizations to illustrate design details of the Vision Plan
- Second Community Meeting
- Meeting with Advisory Committee and work session with staff to review input on Draft Vision Plan and provide direction on further refinements.



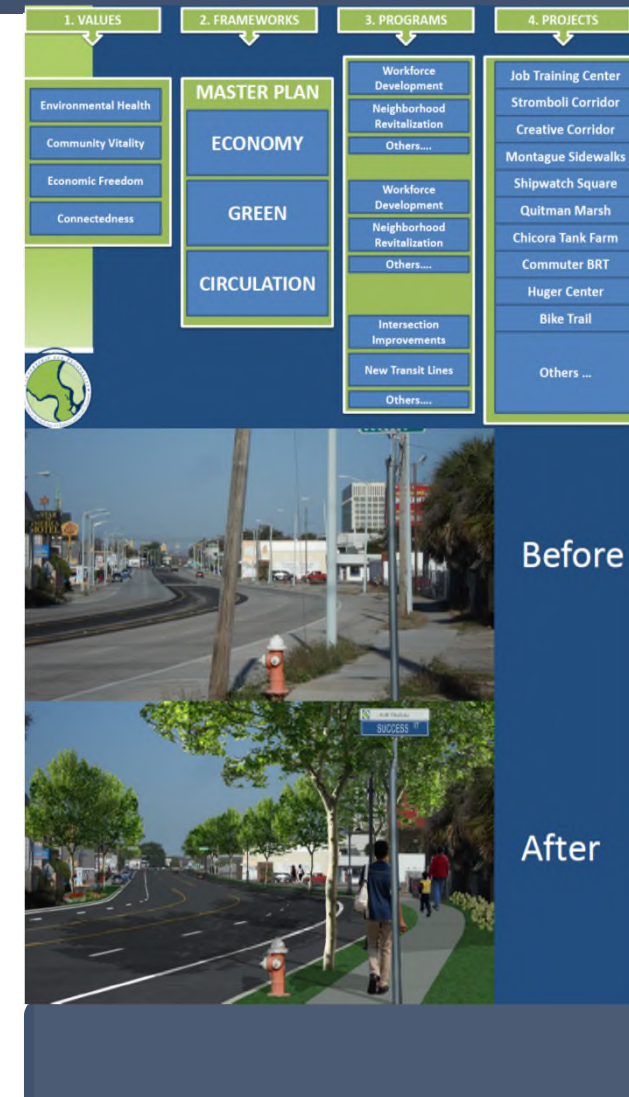
Tasks 5 & 6 – Final Plan/Implementation & Final Documentation

Task 5:

- Final Vision Plan with new/revised visualizations
- Design Guidelines
- Draft Implementation Strategy
- Summary presentation
- Third Community Meeting
- Meeting with Advisory Committee, and work session with staff to review input on Final Vision Plan and Draft Implementation Strategy

Task 6:

- Final Report that includes a summary of the project, stakeholder input process and all documentation from prior tasks



PROJECT SCHEDULE

	2015						2016						
TASK / MONTH	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
TASK 1 - Project Initiation and Reconnaissance	+												
TASK 2 - Inventory and Analysis			+										
TASK 3 - Alternative Generation					+								
TASK 4 - Draft Vision Plan Development							+						
TASK 5 - Final Vision Plan and Implementation Strategy								+					
TASK 6 - Final Documentation and Presentation													

WHAT IS Transit Oriented Development?

- *Principles & Practice*



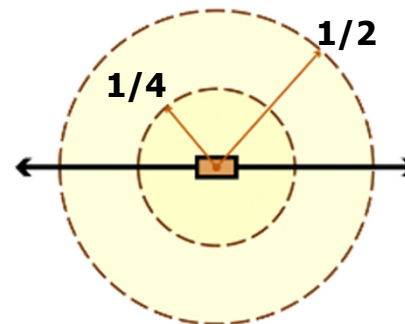
TOD – BASIC SITE DESIGN

TOD
(Transit Oriented Development)



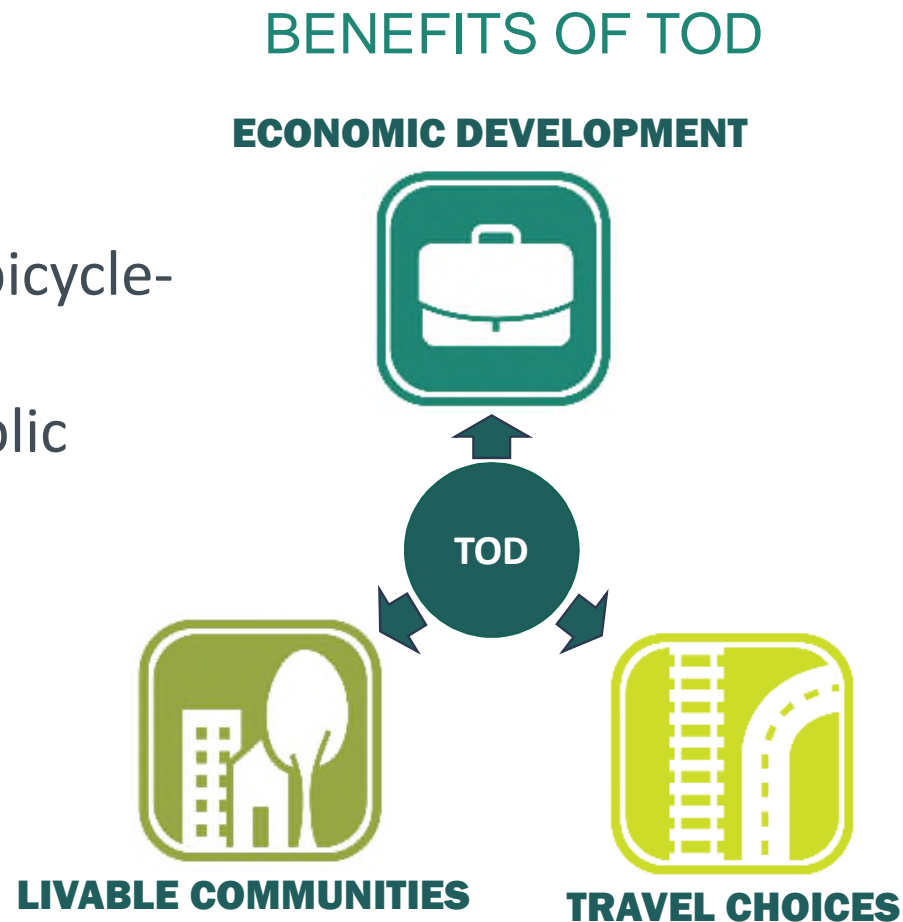
TAD
(Transit-Adjacent Development)

- Geographic scale:
 - $\frac{1}{4}$ to $\frac{1}{2}$ mile of station
 - Corresponding to a transit access “walk shed”



WHAT IS TRANSIT ORIENTED DEVELOPMENT?

- Mixed land use
- Compact/dense
- Pedestrian- and bicycle-friendly
- Oriented to a public transit facility



Economic Development



- Attracts new businesses and investments to neighborhoods of all types
- New employment has a multiplier effect, creating more new jobs in the area
- Local land owners can reap financial benefits when the value of their properties appreciate
- Properties near stations that are part of TOD appreciate due to factors such as better circulation and architectural integration

Dallas County properties vs. properties
around DART light rail stations

	Control	DART
Office % change	11.5%	24.7%
Residential % change	19.5%	32.1%



LIVABLE COMMUNITIES

- A catalyst for redevelopment by bringing new life and vitality to depressed areas
- Fewer vehicle miles traveled, reduced air pollution, dependency on fossil fuels, greenhouse gas emissions, etc.
- Increased property and sales tax revenues
- Less land consumed for development
- Increased physical activity
- More livable, sustainable community



The baseball stadium, hotels and entertainment at Camden Yards in Baltimore are served by commuter and light rail.



TRAVEL CHOICES

- Changing demographics that use transit more - research showed that **82% of Millennial respondents would prefer to commute to work by foot, bike, or public transportation.**
- Older people will outnumber young people by mid-century - transportation alternatives to the car are at least somewhat important when deciding where to live and work (**81% of Millennials and 77% of Boomers**).
- A report published by the American Public Transportation Association and the National Association of Realtors found that households in transit sheds had **more resilient property values and lower average transportation costs** than the region as a whole.

CityReport

The Young and Restless and the Nation's Cities



STEPS TOWARD A NEW VISION

- Successful TOD needs clustered development, mixed land uses, high quality walking environments, and proximity and orientation to a transit station
- There is a growing body of research that supports the benefits of TOD - the convergence of American demographic factors, economic and environmental issues, and consumer preferences favorably impact the attractiveness and viability of TOD

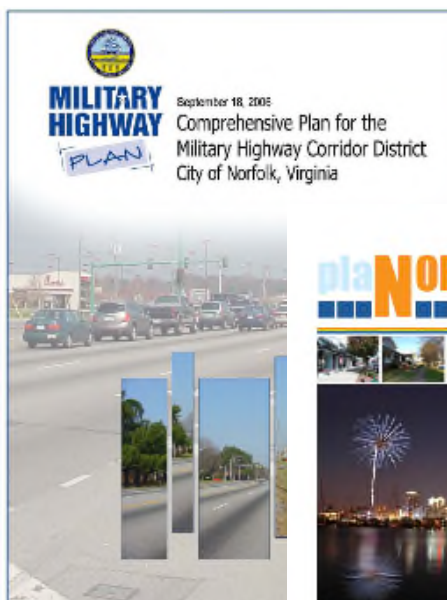


MILITARY CIRCLE TODAY

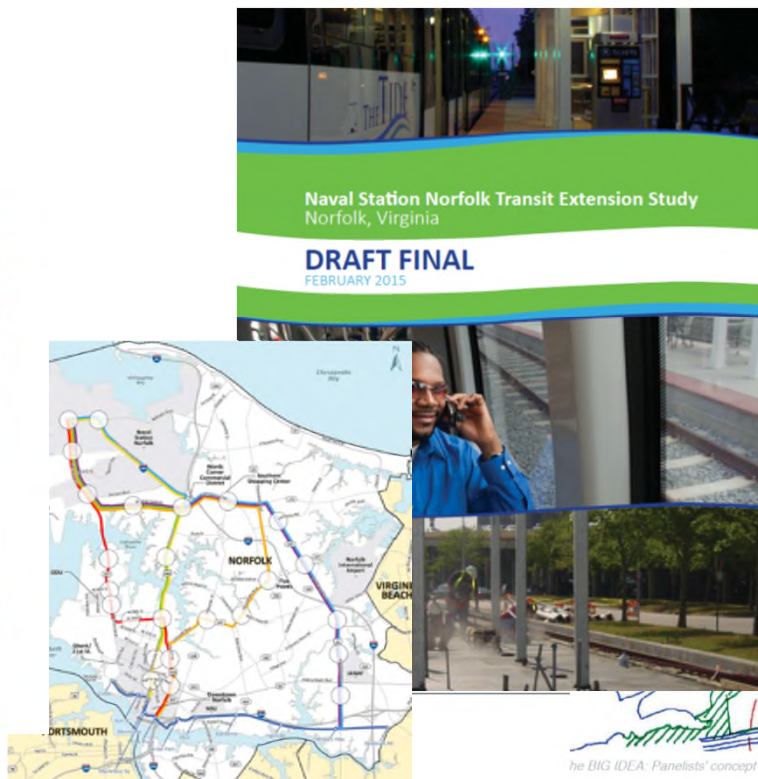


EXISTING PLANS & POLICIES

COMPREHENSIVE PLANNING



TRANSIT EXTENSION STUDY



ULI REPORT

ULI Urban Land Institute Hampton Roads

A Technical Assistance Panel (TAP) Report



the BIG IDEA: Panelists' concept plan for the study area

MILITARY CIRCLE TODAY

STUDY AREA

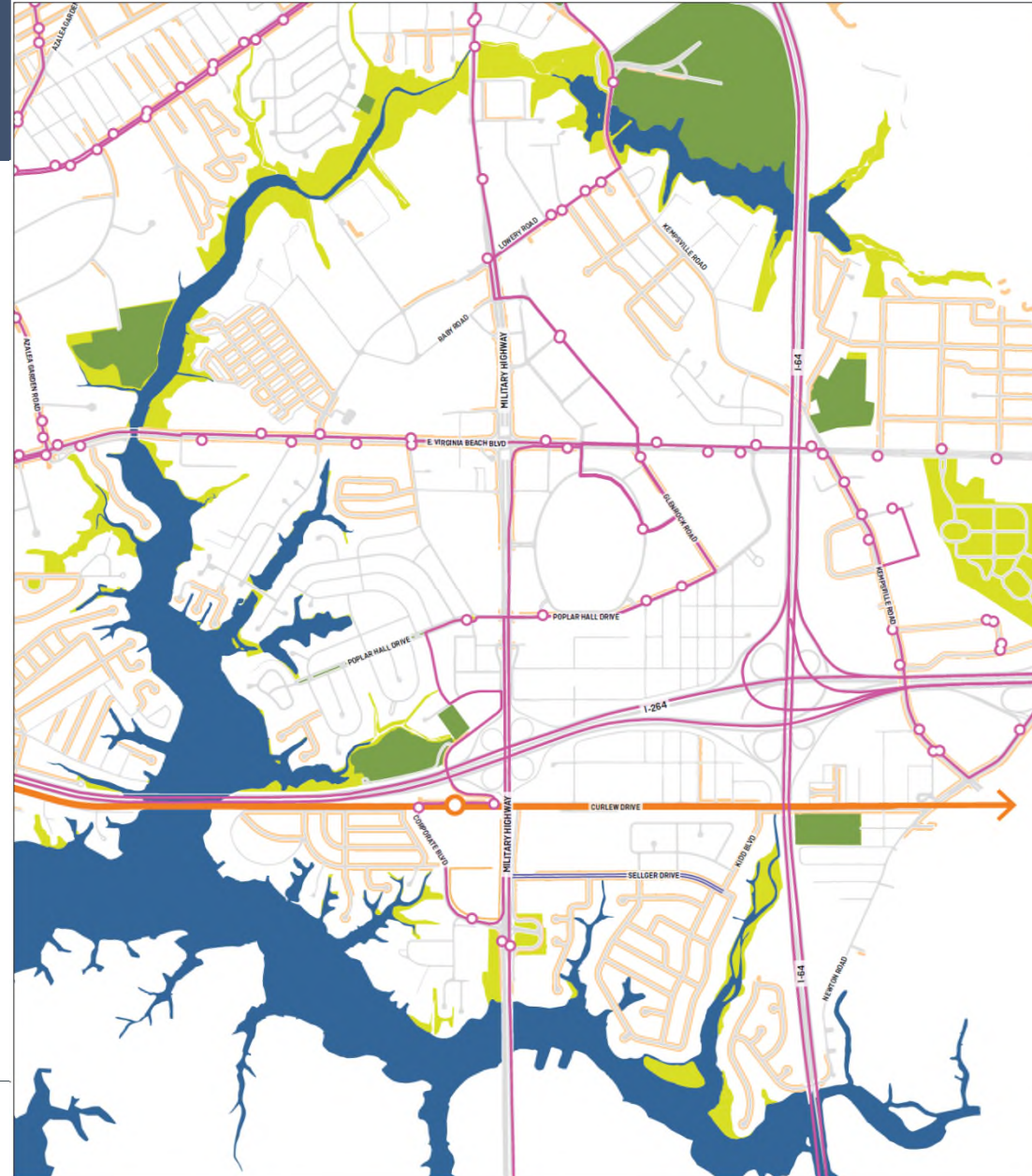


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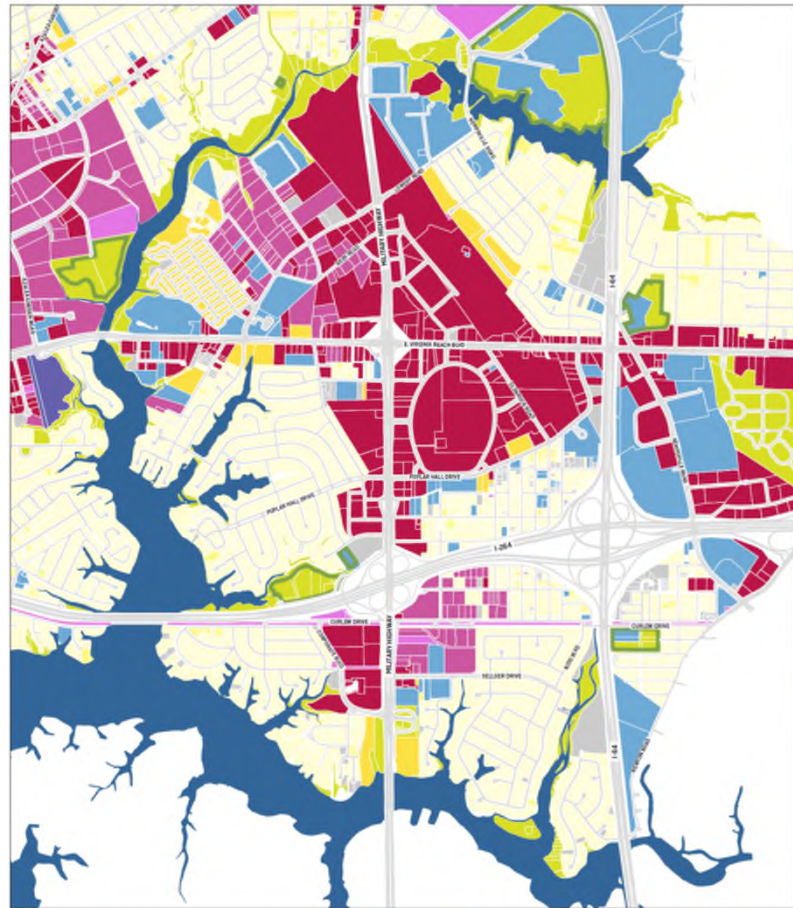
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TRANSPORTATION

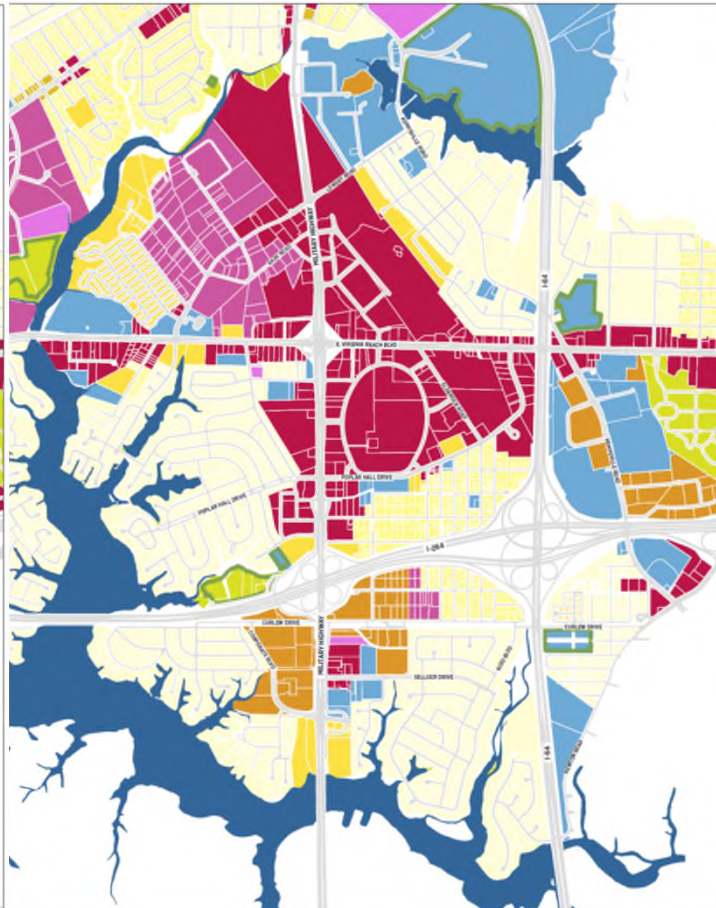


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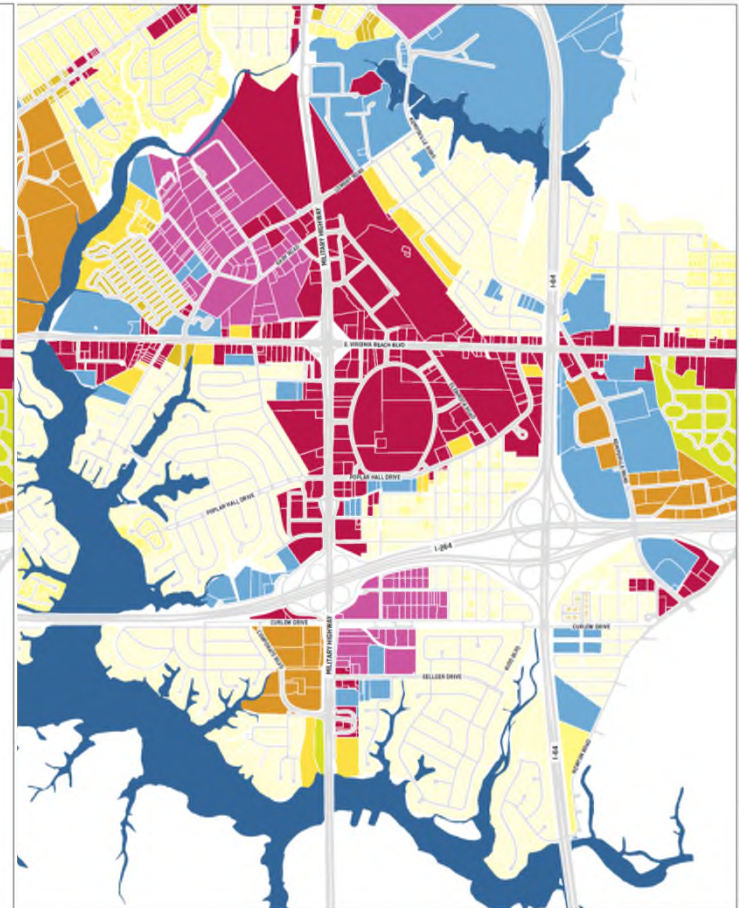
EXISTING LAND USE



FUTURE LAND USE

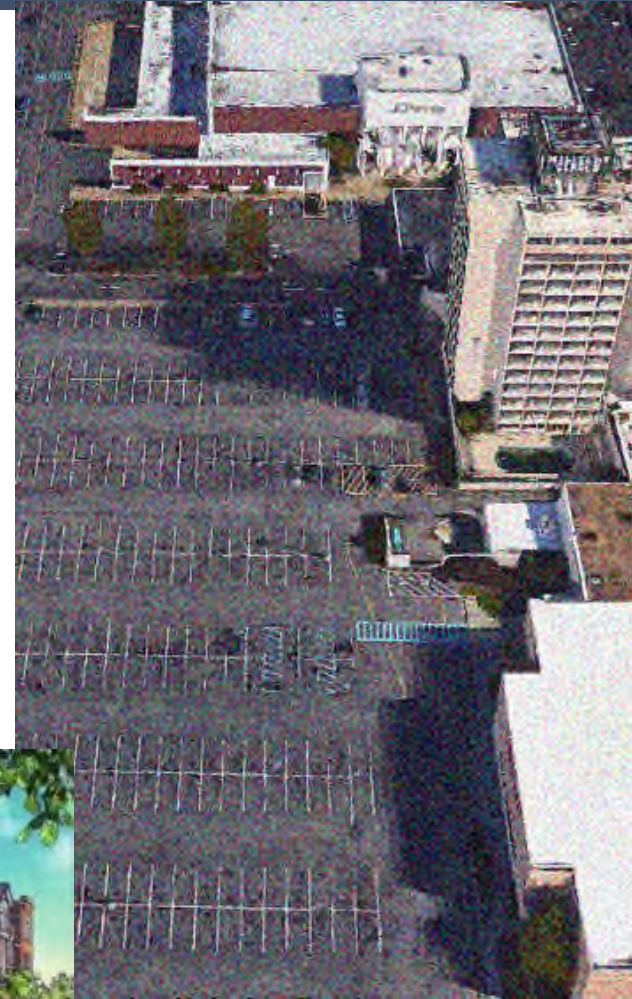


EXISTING ZONING



KEY SITE ISSUES

- Transforming a suburban environment
- Auto dominated travel patterns
- Market attraction and competition
- Building a Place not just a Project



QUESTIONS & DISCUSSION

- What defines success?
 - For the project (12 months)
 - For the Place (20+ years)
- What broader City goals should be addressed?

